

established resort areas, and that's fine. But how do we build up new ones? If there are no accommodations, no tourists will come. And if tourists don't come, who is going to build the accommodations? The most skillful tourist promotion in the world is a disaster if it induces people to come to a locality with inadequate facilities. Obviously one answer to the problem is the businessman with enough vision to take hold of an area or a tourist facility and build it up by his own efforts and ingenuity. Sometimes, though, ingenuity is more realistically spelled M-O-N-E-Y, and there's not always enough of it to keep a new place going through those slow early years. I understand that in Rhode Island, for example, there is a special tourist development loan fund for cases of this kind. Whether such a thing would work in Maryland or not, I don't know; but it might be worth studying.

I might take this occasion, too, to remind those of you who are not directly engaged in the tourist business that you still have a role to play in tourism. The Vermont Life Insurance Company, for example, has done a wonderufl job in promoting the tourist attractions of Vermont. I wonder if Maryland banks, insurance companies and other industries are doing the same?

Another important thing to my mind is the increasing interest among the citizens of this country in history and historic places. I would like to urge each of you, no matter where you come from, to take an inventory of the truly historic places in your area — if you have not already done so — and then take immediate and positive steps to see that these places are preserved and made known as tourist attractions. This whole concept is, of course, brought home very forcefully to those of us who live in Annapolis. Our state capital should be the cornerstone of a tourist program for Maryland just as Williamsburg is for Virginia. The simple fact that our State House is the oldest in the United States in active use is enough to attract visitors from all over the world. Sometimes I think that as the oldest Governor in continuous use, I might become a tourist attraction myself.

This general thought applies to other activities as well as historic landmarks. The other day I met with a group concerned with doing more to promote the Preakness. We in Maryland just sort of accept the Preakness, as well as the International at Laurel, as traditional events and let it go at that. But obviously the Preakness and International have possibilities for increasing tourism in Maryland which haven't been touched. Why not Preakness Week, for proclaiming that here is an opportunity to sample all sorts of tourist delights in the